

the Hecht co

CHRISTMAS WITH LOVE IS CARING



Every angel doesn't come with a halo or a magic wand. Why? Because angels are often people who work little miracles by helping those in need. An angel is someone who cares.

It's easy to become an angel. All you have to do is buy one. This year, under the watchful eyes of Father Gilbert Hartke and Jayne B. Spain of the President's Committee on Employment of the Handicapped, workers at area centers for the mentally and physically handicapped are creating decorative angels. Individually crafted and originally designed, these smiling angels are a perfect symbol of Christmas fit to grace any holiday display. The angels will be sold at "Angel Stands" located throughout the Hecht Co. All profits from the sale of angels, angel notecards and giftwrap will be returned to the centers to help the handicapped persons who created these decorations. When you buy an angel, be sure to add your name to the Friendship Chain located in our stores, as a growing testimonial that you cared.

Remember—these centers are not asking for charity. They ask only that you help to make your Christmas and theirs a little brighter.

So when you pay 50c for an angel, you'll know that you're helping to provide these people—our neighbors—with the means for achieving a fuller, richer life.

Be an angel. Buy an angel. Help us to make a little heaven on earth for our friends.

2A



2B



2C



2D

FRONT COVER:

1A. Halston's simply luxurious caftan for the most dramatic holiday entrances. Pour it on in liquid DuPont Qiana® nylon jersey. Slit to mid-thigh at front and sides in berry red.

One size, \$110
the hecht co.—loungewear

2A. A lovely holiday indulgence...the very worldly fragrance of Fidgi by Lancome. Poised, polished, essentially feminine and sophisticated. A truly gifted thought to be expressed these many ways: 4 ounces of Fidgi Dusting Powder, 7.50; 2-oz. atomizer of Eau-de-Toilette Fidgi, \$9; 1/4-oz. Parfum purse spray, \$9; Parfum Fidgi, 1/8-oz., 7.50; 2-oz. Eau-de-Toilette aerosol, \$9. Let her carry the message of Fidgi everywhere she goes.

2B. The little lalique doves tell you that it's the one and only L'Air du Temps, the truly classic perfume by Nina Ricci that's a beautiful blending of nostalgia and contemporary elegance. 1/4-oz. flacon of L'Air du Temps Parfum, 13.50; 1/2-oz. Parfum, \$24; 1-oz. Parfum, \$50. A gift with any Ricci purchase, our Nina Ricci tote.

2C. The fabulous fragrance that bears its own holiday gift—a 1-oz. flacon of Eau-de-Toilette with every Cabochard purchase. And for your purchase, may we suggest 1/4-oz. Cabochard Parfum, \$15; 1/4-oz. Parfum spray, 11.50; 1/2-oz. Parfum, \$27; 2-oz. Eau-de-Toilette, \$8; 4-oz. Eau-de-Toilette, \$13; 1/2-oz. Bath Oil, 9.50; 3 cakes of bath soap steeped in the fragrance of Cabochard, \$8.

2D. Two modern, chic blends by Caron...Infini, the scent so elusive, yet compelling, people will ask what it is and Bellodgia, a haunting mingling of spicy carnations. Infini Gift Set, \$14; Infini spray, \$10, are shown here. Also available in both Infini and Bellodgia are the 1/4-oz. flacon of Parfum, \$15; 2 1/4-oz. Cologne spray, 8.50; the ultimate after-bath luxury, Bellodgia or Infini scented dusting powder at \$9.

the hecht co.—fine fragrances

Lovely go-together by Vanity Fair.
The willowy robes in Shevelva®,
purr-soft brushed Dacron® polyester;
their gowns in shimmering satin-finish
nylon tricot.

3A. Satin tricot gown in Blue Danube
or Candleglow with a row of pleats
on the sheer-lined bodice, pretty
scoop back. 32 to 40, **\$16**

3B. Subtly shaped robe with trapunto
stitchery at the neckline and raglan
sleeves, hidden zip step-in front,
side-seam pockets. Blue Danube or
Azalea in sizes P-S-M-L, **\$33**

3C. Figure flattery in its purest form,
a body-skimming gown subtly touched
with braid at front, and given fit at
back with a touch of elastic.
Toffee, azelea. 32-40, **\$15**

3D. Elegance in the mandarin manner
... a straight robe with vertical verve.
The bi-color band conceals a zipper
as cleverly as the side seams conceal
pockets. Blue Danube with toffee
and candleglow bands or cordovan
with black and candleglow bands.
8-18, **\$27**. Not shown, the short
version, **\$22**

the hecht co.—robes and sleepwear





4A. A robe of Velvelour® Vassarette's very own brushed Dacron® polyester with the touch of velvet. It's delicately detailed with floral embroidery and trimmed with white picot edging. Just step in and zip it up for warmth and tie the drawstring for a bit of fit. Pockets are concealed in the side seams. Pewter or Lipstick Red. P, S, M. **\$35**

4B. A clingy slither of nylon satin to make any woman feel beautiful. The gown's princess bodice is molded of stretch lace and then laced up with narrow ties. Delicate double straps bare the shoulders. The skirt is a soft flare. Wineberry with dove grey lace or black with ecru lace. 32-36. **\$16**

4C. Extra pretty, these feminine pajamas, in a satiny nylon tricot with a little wrap of a surplice top, both bordered in lace of a contrast hue. The pants simply pull on for lounging and sleeping comfort. Wineberry with dove grey lace or black with ecru lace. 32-36. **\$22**

the hecht co.—robes and sleepwear

5A. Komar's cozy caftan in lush deep-toned fleece. Schiffli-embroidered flowers are scattered on the contrast bib, delicately edged with scalloped trim. Pockets take cover in the side seams. Plum or dark green Arnel® triacetate and nylon. S, M, L. **\$20**

5B. Gilead's brushed polyester caftan squared off at the neckline, and rounded off with the softness of balloon sleeves. A self tie belt sashes the back. Choose it in wine as shown or in a selection of other deep color prints. P, S, M, L. **\$15**

5C. Komar knits a caftan in multi-colored stripes to fit all. Flowing and feminine at-home elegance with V-neck. In stripings of wine, gold and green Antron® III nylon tricort. One size. **\$20**
the hecht cc.—loungewear and sleepwear





6A



6B



6C

For study time, lounging and scurrying down cold dorm halls, the junior size lady opts for warmth and styling.

6A. Berkleigh Jr.'s warms you up in a long wrap robe with definite oriental leanings. The back is beautifully decorated in a motif from the Far East. Ivory, blue or yellow Arnel[®] and nylon fleece. Patch pocket front. 5-13. \$29. Not shown, this robe in a short version. \$23

6B. Loungees[®] has been going to school for years and knows how you like to bundle up in comfort. Their kangaroo pocket robe keeps you warm in Acrilan[®] acrylic blanket cloth in peach, yellow and blue. 5-13. \$29

6C. Dutchess gown in an Oriental print. The short flutter sleeves and tie-back waist give you a saucy young look. Lace-trimmed acetate/brushed nylon. 5-13. \$13

6D. Mr. Jac Jr.'s long-sleeved challis gown is pretty enough to lounge in and warm enough for chilly nights. In dark checks trimmed in ecru lace, a spaghetti tie pulls in the waistline. Dark green or wine polyester and cotton. 5-13. \$16 Not shown, a coordinating fleece robe with lace jabot. Wine or dark green Arnel[®] triacetate/nylon fleece, 5-13. \$31 the hecht co.—junior lingerie



6D



Gowns and robes to snuggle in. Designed to make you feel pretty. From Jr.s by Barad.

7A. A soft float of a gown in a multi-hues caught at neck and wrist with elastic and a touch of lace. Acetate/brushed nylon. 5-13. **\$12**

7B. Tiered and tied to perfection ... a long, soft gown with mandarin collar and balloon sleeves. Blue, peach or pink acetate and brushed nylon. 5-13. **\$14**

7C. Romantic wisp of nylon tricot for bedtime. An empire gown with elastic under the bust and a deep, ruffle-trimmed neckline. Seascape print, as shown only. 5-13. **\$15** Not shown, the side-tie robe to match with butterfly sleeves. **\$20**

7D. Lovely Juliette gown in triple tones of nylon tricot, styled with soft puffed sleeves and an elasticized neckline. In combinations of pink, blue and maize trimmed with delicate lace. 5-13. **\$11**

7E. The robe matches the Juliette gown, with a Peter Pan collar, button front and a tie-back waistline. **\$16**

7F. A long bunting robe in tones as soft to the sight as the fabric is soft to the touch. A one size fits all style with dropped shoulders and a thoughtfully placed pocket. In mint, peach, pink or yellow 100% acrylic with white trim and belt. **\$24**

the hecht co. junior lingerie

the Hecht co

Washington: Phone 737-7500 to order anytime. Outside Washington area, dial 800-424-9205 toll free.

Baltimore: Phone 792-4203 to order Monday thru Saturday. Sunday dial 1-800-424-9205 toll free.





8A

The newest look in lingerie that's better than bare.

8A. Soft stretch crepe coordinates from Vassarette in feminine flowers. The lace-trimmed bra closes in front, the matching bikini is in just one piece, plus lace edgings. Cameo blush or black. Bra, 32-36. \$7. Bikini, 5-7. \$5

Bikini, 5-7. \$5

8B. Barest essentials on a string, from the Live Wire collection by Kayser. The nylon tricot string bra has a stretch band at the diaphragm for fit, comfort, freedom. The matching bikini has lace trim. Black or ivory. Bra (32-36), 3.50. Bikini (4-7), 2.50

8C. From Kayser's Live Wire group, a perfect-fitting bra of nylon spandex and stretch nylon to give support with comfort. The body-hugging bikini has a soft cotton shield. Beige, black, white. Bra (32-36). 5.50. Bikini (S-M-L). \$4

the Hecht co.—daywear



8B

8C

9A. Olga's ankle slip in anti-cling Antron® III nylon tricot. Designed to adjust perfectly to any figure contour, with a Freedom Front® and a deep back slit for walking ease. White, champagne. 32-38. **\$11**

9B. Vanity Fair's Centennial lace pantliner keeps slacks smoothly in line, thanks to anti-cling Antron® III nylon tricot. White or beige. S, M, L, XL. **\$5**

9C. The "Slip Around" from Vanity Fair does just that, so the deep, deep slit can be worn anywhere you need it. Of anti-cling Antron® III nylon tricot, it won't ride up at all. White, beige or black. S, M, L. **\$7**

the hecht co.—daywear

the Hecht co

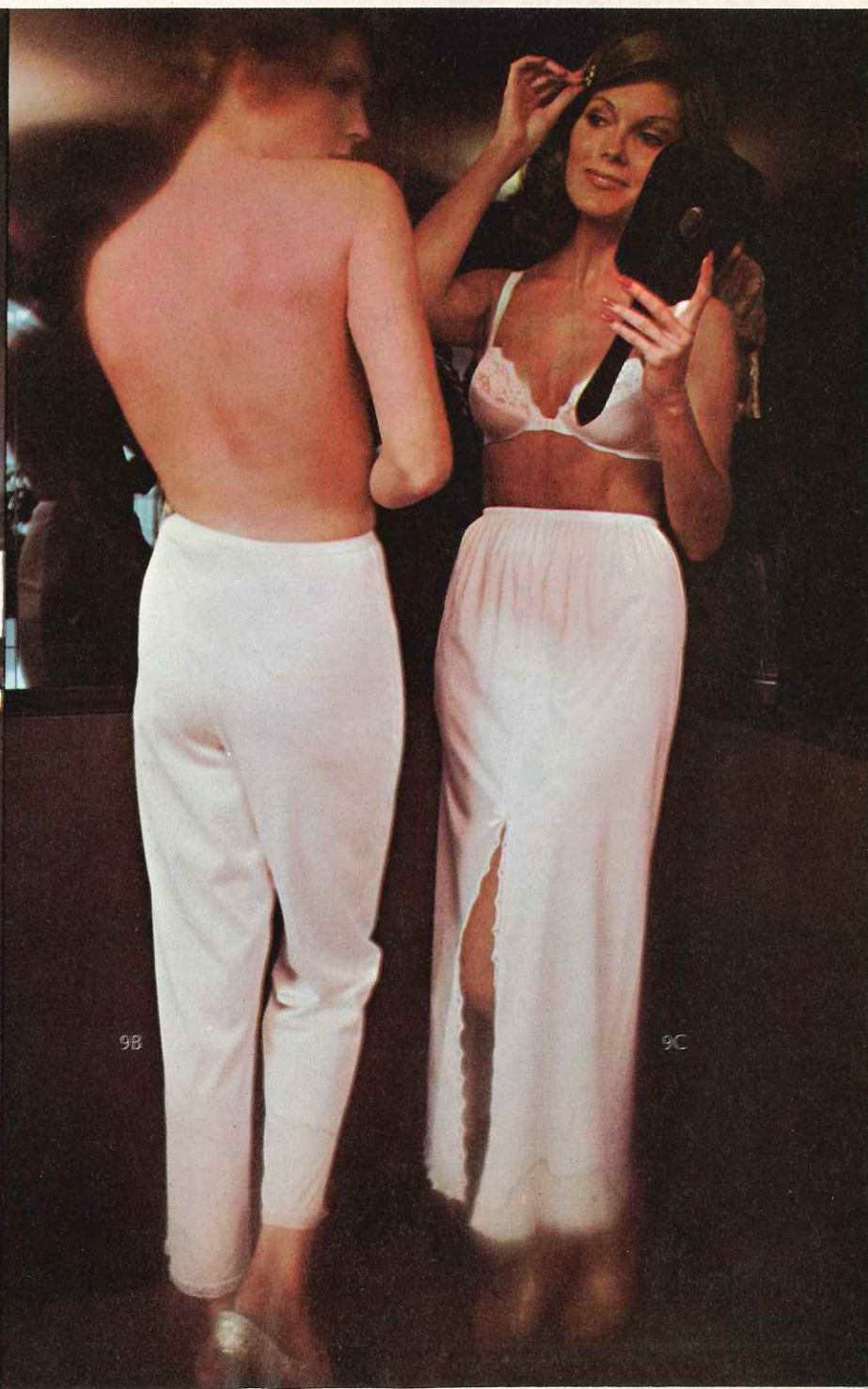


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9A



9B

9C



10A



10B

10C



10D

10A. Beribboned baby doll toga from Kayser in Crepeset® Brief bikinis peek out from beneath. Crystal blue or ivory trimmed with beige lace. S, M, L. **\$11**

10B. Nice way to greet the morning in a polyester/cotton Kodel® dress from Smart Time. It's an easy-to-wear fashion with self belt. Natural, denim, P, S, M, L. **\$17**

10C. A gingham duster from Models Coat. Floral patchwork adds contrast to bodice, pockets and gripper-closing placket. Turquoise or pink polyester/cotton. 10-18. **\$22**. Not shown, the short duster. **\$18**

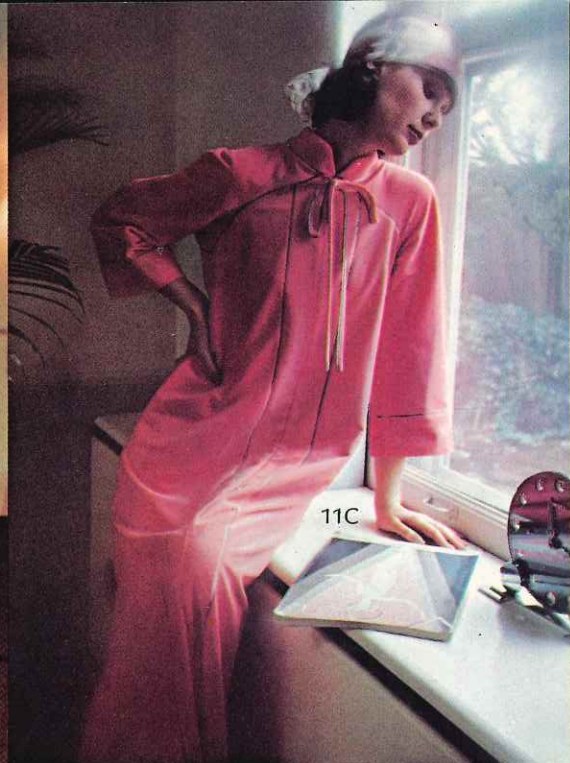
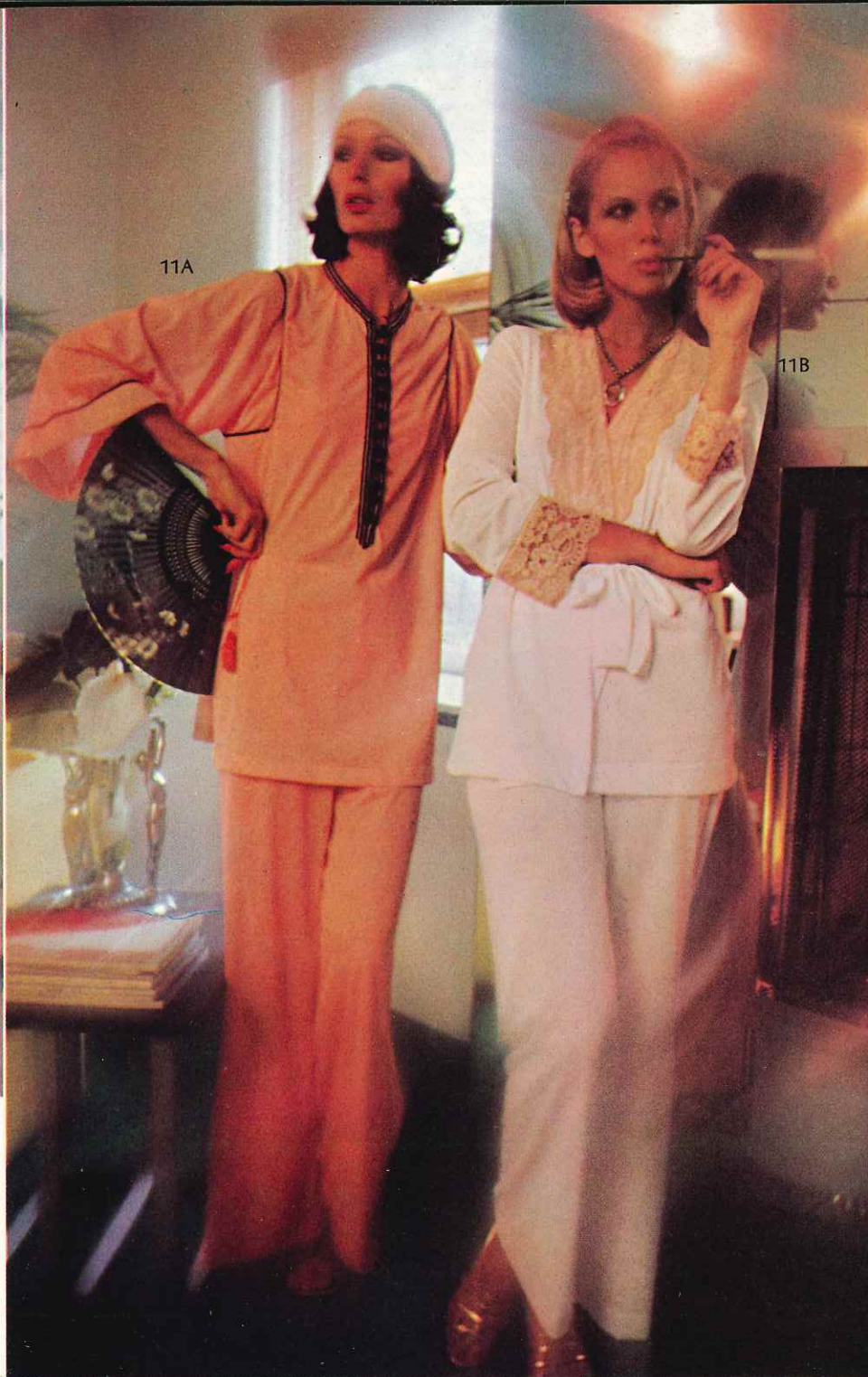
10D. Rose appliques give a pretty soft shoulder to Kayser's sheer coat cover-up. It's light and floaty with wide angel sleeves and a 3-way belt. There's a gown to match beneath. Bonnie blue or orange nylon tricot with beige lace. P, S, M. The set. **\$18**

the hecht co.—sleepwear or dusters

the Hecht co



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11A. "Kashmir" pajamas from Vassarette piped and braid-buttoned in the manner of the East. The tunic tops pull-on pants. Peach with black trim or white with green trim. Nylon tricot. P, S, M. **\$25**

11B. Vanity Fair pajamas, lacy and feminine in soft nylon tricot pastels and champagne lace. The v-necked tunic top wraps with a sash over wide-legged pants. Star white or heaven blue. 32-38. **\$22**

11C. A terrific tent from Vassarette in Velvour® brushed Dacron® polyester fleece. The mandarin collar conceals a zipper. Clear coral/grey stitching, aquamarine/green stitching. S, M, L. **\$32**

11D. A princess-seamed Arnel® nylon fleece robe with lace trim from Evelyn Pearson. Warming and slimming in spice, or knit blue. 8-18. **\$29**
the hecht co.—sleepwear or robes



R

oyal Secret. A captivating bouquet for your most aristocratic moods. A floral fragrance of sugar and spice. Spellbinding. Innocent. Unforgettably honest. Totally you. And it's yours for only \$5. For a limited time you can purchase the half ounce size of Royal Secret perfume, a \$20 value for just \$5 when you buy any other Germaine Monteil beauty preparation. The Germaine Monteil Beauty consultant will be there of course, to help you make your selection. And you'll want to be sure to sign The Beauty Register, a super

sampling program with special purchase advantages. Germaine Monteil has a myriad of beauty preparations. Here are just a few. 12A. Pore minimizing lotion in mint, lavender or natural, 2 oz. \$10. 12B. Super-Tone Skin Conditioner, 4 oz. \$6. 8 oz. \$9. 10 oz. \$13.50. 32 oz. \$21.50. 12C. Super-Moist Beauty Emulsion available in mint, lavender or natural in the 2 oz. size, \$9.50. Natural only in the 4 oz. size \$15. Natural only in the 8 oz. size \$23. 12D. Super 3 liquid cleanser, 4 oz. \$4.50. 8 oz. \$7.75. 16 oz. \$11.25

the hecht co.—cosmetics

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Royal Secret Luxury Lotion 8 oz.	□	7.50
Royal Secret Luxury Lotion 16 oz.	□	12.75
Royal Secret Bath Powder 9 oz.	□	7.50
Royal Secret Cologne 2 oz.	□	6.00
Royal Secret Bath Perfume ½ oz.	4 oz. 9.50 □; 8 oz. 14.25 □	7.50
Royal Secret Soap (3 cakes)	1 oz. 12.50 □; 2 oz. 21.00 □; 4 oz. 35.00 □	6.50
Royal Secret Splurge 8 oz.		7.00
Royal Secret Bath Foam 8 oz.		9.00
Royal Secret Bath Foam 14½ oz.		14.25

☐ 15.00 ☐ Super-Moist Beauty Emulsion 4 oz. Natural
☐ 10.00 ☐ Pore Minimizing Lotion 2 oz. Natural
☐ 7.75 ☐ Super-3 Cleanser 8 oz.
☐ 7.75 ☐ Skin Freshener 8 oz.
☐ 9.00 ☐ Super-Tone Skin Conditioner 8 oz.
☐ Holiday gift-wrapped.

Cosmetics, All Stores

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C.O.D. (\$1 Handling Charge within our delivery area on all purchases under \$50) Minimum C.O.D. order \$10.	C.O.D. Charge	
Add 70¢ for shipping and handling charges beyond our delivery area.		
Add \$1 delivery charge for Cash or Charge orders under \$10 (unless C.O.D.) within our delivery area. Please allow up to 10 days for delivery when ordering by mail.		
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ROYAL SECRET...a spiced floral favorite famed for the way it has of blooming with body warmth. Now $\frac{1}{2}$ oz. bewitching, romantic ROYAL SECRET PERFUME SPRAY...a 20.00 value...yours for just 5.00 with any Germaine Monteil purchase. And, don't forget to sign The Beauty Register, Germaine Monteil's super-sampling program with special purchase advantages.

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Royal Secret Perfume $\frac{1}{4}$ oz.

Royal Secret Spray Concentrée 2 oz.

Royal Secret Luxury Lotion 8 oz.

Royal Secret Luxury Lotion 16 oz.

Royal Secret Bath Powder 9 oz.

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(a 20.00 value)	5.00
	12.50
	7.50
	7.50
	12.75
	7.50



13C

13D

O

n-the-body nightdresses are the most glamorous in years.
13A. Barbizon's satin Remarque® boudoir beauties in soft water color prints. The deeply-cut gown is fitted beneath the bust and the coat wraps neatly with an inside tie, and an outside belt. Aqua or candle. S, M, L. Gown, \$17. Robe, \$26
13B. A shimmery, long satin set from Val Mode in DuPont Antron® III nylon satin. Lace traces the V-neck and cap sleeves and the coat as well. Ivory or blue with ecru lace. S, M, L. \$30

13C. Kayser names this graceful gown "Allure." The stretch-lace bodice fits you to perfection and the cling-free Crepeset® wrap skirt makes the most of every movement. Black with a black bodice or orange with a beige bodice. 32-36. \$16
13D. A sheer lace gown long on loveliness from Glydons. A knotted self tie gently pulls softness into the waistline, and matching solid bikinis are worn beneath. Black or shrimp nylon tricot. S, M, L. \$16

the hecht co.—sleepwear



14A

14B



14C

14D

14E

14F

In the newest, the very lightest shapers you've ever worn, perfect under the new unconstructed fashions.

14A. Bra by Donald Brooks for Maidenform in white, taupe or black stretch lace, sizes A-B-C, \$7

14B. Matching stretch lace bikini, one size, \$5

14C. Fleur de Lace bras by Jantzen has front closing and shape-retaining soft cup. Antron® nylon/Lycra® spandex lace in white only, sizes 32-34-36, \$8

14D. Jantzen's Fleur de Lace nylon/Lycra® spandex bikini rises at the sides for better coverage. White, S-M-L, 4.50

14E. Front-hook bandeau by John Kloss for Lily of France in skintone, Antron® nylon/Lycra spandex has sheer molded cups with gentle underwiring. Sizes 32-38, B-C, 7.50; 32-36D, 8.50

14F. Antron® nylon/Lycra® spandex sheer diaper bikini in skintone. By John Kloss for Lily of France, S-M-L, 4.50

the hecht co.—bras and girdles

Warner's bras that are barely there—sheer body shapers to wear under all your soft and sweatery clothes.

15A. Starkers™ sheer under-wire bra with a good deep décolletage for plunging necklines, and a front hook for easy closing, smooth back. Bronze or nude. 32-36 B, C. **7.50**. D, **8.50**

15B. A soft cup action-shaping sheer bra from the Starkers™ collection. 9 mere wisp of coverage and support in bronze or beige. 32-36 A, B, C. **\$6**;

15C. For a super-smooth back, a bra that closes in front. This "Unmentionable" is underwired a bit for a little lift. Sheer lace in white, nude. 32-36, B, C cups, **\$7.50**. D, **8.50**

15D. The lace-trimmed "Unmentionable" bikini to match the bra, in sheer white or nude. S, M, L. **4.50**





16A. Promise her all sorts of things but be sure there's Arpege in the offering. Arpege, one of the world's most famous fragrances is the choice of cosmopolitan women everywhere. Set of 1 1/3-oz. Arpege Mist, 4-oz. Arpege Dusting Powder, \$10; stocking stuffer Veil of Arpege Body Lotion, 3 oz., \$5; gift set of 1-oz. Eau Arpege Atomiseur and 2 3/4-oz. Shaker Talc, 7.50; gift set of 1 1/3-oz. Eau Arpege Mist, Lanvinette, 2 3/4-oz. Shaker Talc, cake of Arpege soap, \$14; Also by Lanvin, renowned My Sin—1-oz. Eau Atomiseur and 2 3/4-oz. Talc, 7.50



16B. Madame Rochas and Femme by Madame Rochas, each a very exciting tribute to her sense of drama, her individuality, her own sense of style. Indulge her with the intensity of the perfume in either of these very worldly fragrances and with the heady lightness of the cologne to keep her allure alive all through the day. Give her famed Madame Rochas or Femme Parfum, 1/4 oz., 12.50; Madame Rochas or Femme-de-Cologne, 4 oz., 8.50



16C. For the truly adventurous, Jungle Gardenia by Tuvache, a rare and exotic experience that frees the spirit, liberates the mind. Start with a 1/2-oz. Mist of Jungle Gardenia Cologne for only \$2 with your purchase of anything else in the Jungle Gardenia collection. 2-oz. Skin Perfume, 7.50; 2-oz. Spray Concentrate, 7.50; fragrant and smoothing all-over Body Lotion, 8 oz., 7.50 and deliciously perfumed Jungle Gardenia Dusting Powder, 7 oz., 7.50



16D. Geminesse, the fragrance of eternal youth, by Max Factor... to be worn, sprayed, anointed and bathed in. To be enjoyed in every way. Geminesse Powder, Perfume in the elegant Dynasty snuff bottle flacon, \$15; 1/4-oz. Geminesse Perfume, \$15; full ounce Geminesse Perfume, \$40; 4-oz. Perfume Spray, \$10; 2 1/2-oz. Cologne, 6.50; 2-oz. Cologne Spray, 7.50; 2 1/2-oz. Bath Oil, 7.50; 6-oz. Bath Powder, 8.50 the hecht co.—fine fragrance



17A. For a winning score on the court as well as off. The fragrance of "4711" will carry him through his favorite outdoor sport, as well as his favorite indoor one. All this plus a handsome canvas tennis tote with a tennis pouch. The tote is just **9.95** with any purchase from the "4711" collection. May we suggest the Eau de Cologne, 2 oz., **3.50**. Cologne Spray, 3 oz., **\$6**. Eau de Cologne, 4 oz., **\$6**. Eau de Cologne, 6 oz., **\$8**. Dusting powder, 5 oz., **\$5**. Glycerine soap (3 bars), **3.50**. Eau de Cologne Gift Decanter 10.2 oz., **\$16**



17B. Monsieur Jovan is the fragrance. A masculine blend of rich, rare wood scents. Exotic Eastern spices. A warm animal undertone. The strong sense of earth. Crisp, like the wind in the trees. It is the scent that will bring her back to you. After shave/cologne, 4 oz., **7.50**. Cologne spray, 3.25 oz., **7.50**. Soap-on-a-rope, 7 oz., **\$4**. The fragrant gift set of After shave/cologne, 4 oz., and hard-milled soap-on-a-rope, 4 oz., **\$10** the set.



17C. An umbrella to keep him dry—Brut to indulge his appreciation for a crackling dry scent. The umbrella, a **\$10** value, only **\$5** with any Brut purchase of **\$6** or more. Brut Lotion, 3.2 oz., **\$7**; also 6.4 oz., **\$12**; 12.8 oz., **18.50**; 25.6 oz., **\$25**. A split (1.5 oz.) of Brut Lotion and Soap-on-a-Rope, set **8.50**; Faberge Spray Threesome—1 1/4 oz. Brut, 2 1/2 oz. Aphrodisia, 2 1/2 oz. Woodhue, **\$9**; Brut Soap-on-a-Rope, **\$3**; Tote, **\$10**; Accessory Kit, **\$7**; Brut Foursome—1 1/2 oz. each, Lotion, After-Shave Cream, **12.50**



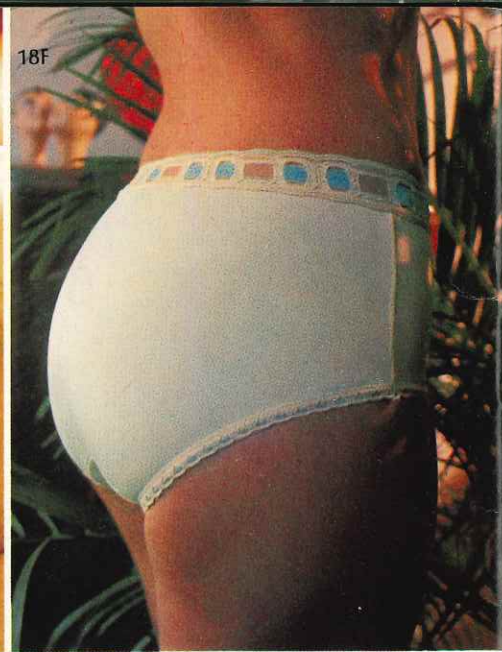
17D. A man's fragrance, Kanon. Exactly the sort of bracing scent you'd expect from the clean, clear waters and evergreen woodlands of Scandinavia. Kanon—to enjoy in America in a crisp Cologne and After Shave Gift Set, 4-oz. bottles of each on a carved wooden tray, **14.50**; also, 4-oz. After Shave, **\$6**; 7-oz. Cologne, **\$11**; 4-oz. Cologne, **8.50**; 3.25-oz. Aerosol Cologne, **8.50**; and for his bath time pleasure, Kanon Soap-on-a-Rope, **\$6** the hecht co.—fine fragrance



18A



18D



18F



18B



18E



18G



18C

The prettiest panties ever to underscore everything she's into. All, Carprolan® nylon tricot in sweet shades of pink, nude, blue, mint, candlelight to white...with brushed shields for comfort.

18A. Lace-trimmed satin brief in sizes 5 to 10, **3 for \$5**

18B. Satin brief with lace at the sides in sizes 5 to 10, **3 for \$5**
the hecht co.—lingerie

18C. Satin brief with rows of lace on the bias, 5-10, **3 for \$5**

18D. Satin bikini with center panel of lace, 5 to 7, **3 for \$5**

18E. Lace-trimmed satin bikini in sizes 5 to 7, **3 for \$5**

18F. Satin hip-hugger with ribbon elastic, 5 to 7, **3 for \$5**

18G. Satin bikini with appliques of lace, sizes 5 to 7, **3 for \$5**

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on-cling slips that won't ride up because they're anti-static, anti-cling Antron® III nylon, tailored the famous Vanity Fair way to fit you but beautifully, smooth the way for even the clingiest new fashions.

19A. Six-gore slip edged with lace at the bodice and hem. Sizes 32 to 40 average; white or buff, \$9

19B. Tricot slip with an applique of laurel leaf lace inset at the bodice and scallops of lace at the bodice and hem. Average sizes 32 to 42; white, blue or red, 6.50

19C. Shaped slip with lace prettily veiled in sheer tricot on the bodice and hem. 32 to 42 average in white or candleglow, \$8

the hecht co.—lingerie



19A

19B

19C



20A

20B



20C

20E

20D

20F



Start with the merest wisp of a bra for the natural look in DuPont anti-cling Antron® III nylon.

20A. Juliet bra with gentle underwiring. Blue Danube or Candleglow, 34-36, A, B, C. By Vanity Fair, **7.50**

20B. Matching control brief. S-M-L, **\$7**

20C. Gossard "Yes" bra in white nylon doubleknit with plunge front, minimal sides and back. A, 34-36; B, 32-36; C, 34-36. **\$6**

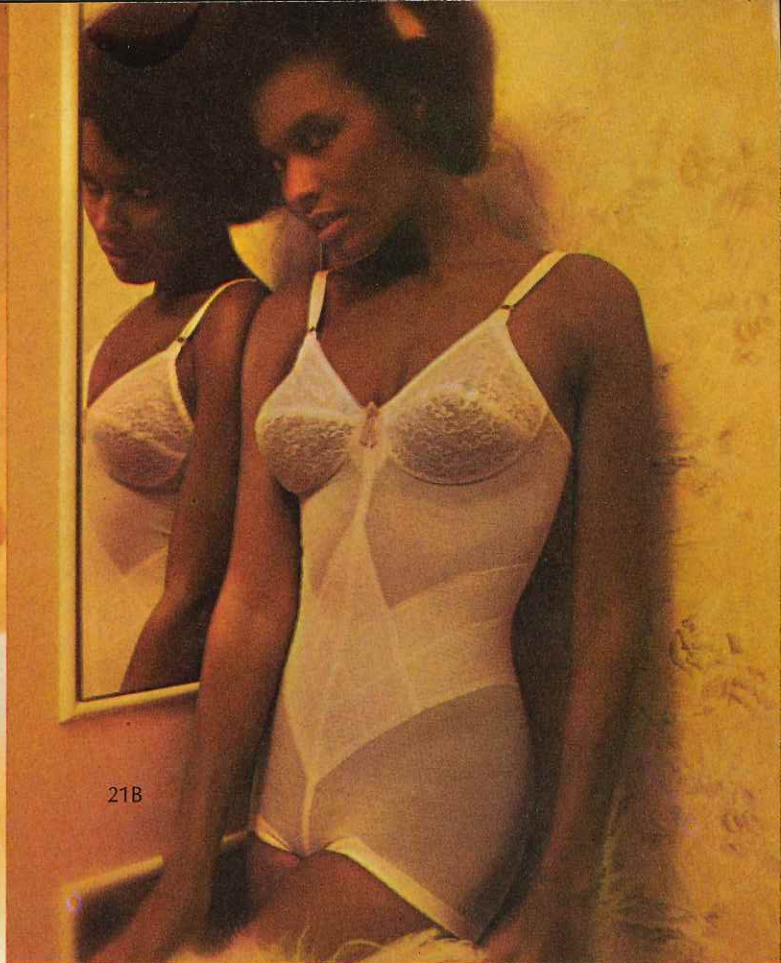
20D. Answer pantsliner by Gossard in white nylon/Lycra® spandex for waist-to-calf control. S-M-L-XL, **11.50**

20E. No-Seam Show-Off Shoulder™ shell-cup bra. Totally seamless with lace straps. Nude, blue mist or white. By Olga. 34-36, B-C, **7.50**

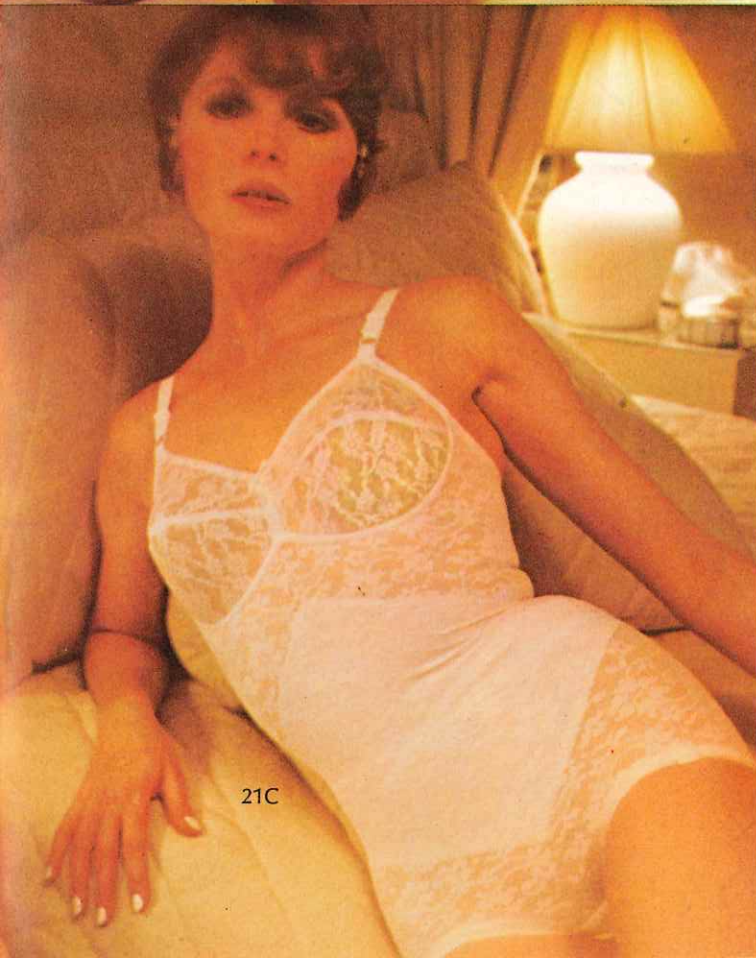
20F. Wunder Pantsliner™ by Olga with attached legs of long wearing stretch nylon guaranteed run-proof for 60 days, plus cotton knit shield. Nude, blue mist, S-M-L average, M-L tall, **7.50**
the hecht co.—lingerie



21A



21B



21C

In one way or another waistlines have always been watched in fashion-conscious circles. You're aware of those inches as you belt a long sweater over skirts and pants or tie a sash around an otherwise loose dress.

21A. Subtract's all-in-one will really hold without restricting your movement. Memory stretch® Lycra® spandex and nylon power net keep you in firm control comfortably even if your figure reduces two sizes! Designed with front, back and hip slimming side panels. Soft contour bra cups and adjustable straps. White only in sizes 34-44. B, C, D cups. **16.50**

21B. "Skinny Waist" body shaper from Young Smoothie that narrows in on your waistline with a reinforced criss-cross that's patented. Nude only in sizes 36-40. B, C, D cups. **18.50**

21C. For the woman who wants just a touch of control. It's A Cinch®, lightweight lace foundation by Poirette®. The firm criss-cross waistline will give minimum waist with maximum comfort. The body is stretch lace. Antron® III nylon/Lycra® spandex. White only. 34-40, B, C. **\$20**
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Washington: Phone 737-7500 to order anytime. Outside Washington area, dial 800-424-9205 toll free.

Baltimore: Phone 792-4203 to order Monday thru Saturday. Sunday dial 1-800-424-9205 toll free.



22A. Madame Jovan, an intriguing new fragrance for the Seventies. French. Sensational. Unforgettable. A blending of flowers interlaced with dusky spices. $\frac{1}{3}$ -oz. Madame Jovan Perfume, 7.50; Madame Jovan Eau-de-Cologne Spray Mist, 2.25 oz., 8.50; Madame Jovan perfumed Dusting Powder, 5-oz., \$6; Madame Jovan Gift Set of 2.25-oz. Eau-de-Cologne plus 5 ounces of perfumed Dusting Powder, 12.50



22B. The choice is yours... two exhilarating fragrances by Prince Matchabelli, intriguing Cachet and captivating Wind Song, either a truly personal way to greet the season. 1.9-oz. Cachet Spray, 4.25; 3.6-oz. Wind Song Spray, \$6; 2-oz. Wind Song Cologne, 3.50; Wind Song Dusting Powder, 8 oz., 5.50; 2 ounces of Cachet Eau-de-Cologne, 3.75; Cachet scented Dusting Powder, 8 oz., \$6 the hecht co.—fine fragrances



22C. Chantilly by Houbigant, the very name suggests romance. A very special gift for a very special woman. Gift set of 2-oz. Essence de Chantilly, 6-oz. Spray Mist Perfume and Chantilly Dusting Powder, \$12; also: $2\frac{1}{2}$ -oz. Chantilly Eau-de-Toilette Spray Mist, \$6; $3\frac{3}{4}$ -oz. Eau-de-Toilette Spray Mist, \$8; Parfum Bath Powder, 5-oz., 4.50; 16-oz. Chantilly Bubbling Milk Bath, \$6; the scent of Chantilly in a soothing hand lotion, 8-oz. size complete with dispenser, \$3



22D. Making bathtime fun—junior edition: the Village collection of juvenile beauty aids has a Dirty Kids Clubhouse set, \$5; Banana Split Shampoo, (also in these scents, Cinnamon Hots, Pink Bubblegum, Peppermint Twist), 2.50; Soapy Stuff set, 5.95; 32-oz. Bubble Bath smelling of Cinnamon Hots, Banana Split, Pink Bubblegum or Peppermint Twist, 3.50; Village washcloth with these favorites pictured, Mortimer Mouse, Cornelius Cat, Reginald Rabbit or Friedly Frog, 3.95

A

long sweep of something softly elegant. These, from our collection of stay-at-homes, have the added luxury of fabrics that look and feel fabulous, stay poised with a minimum of care.

23A. Lisanne's fluid polyester Lisa-Ressa knit caftan with a cascade of gathers has a zipper at the back. Blue or apricot in sizes S-M-L, \$25

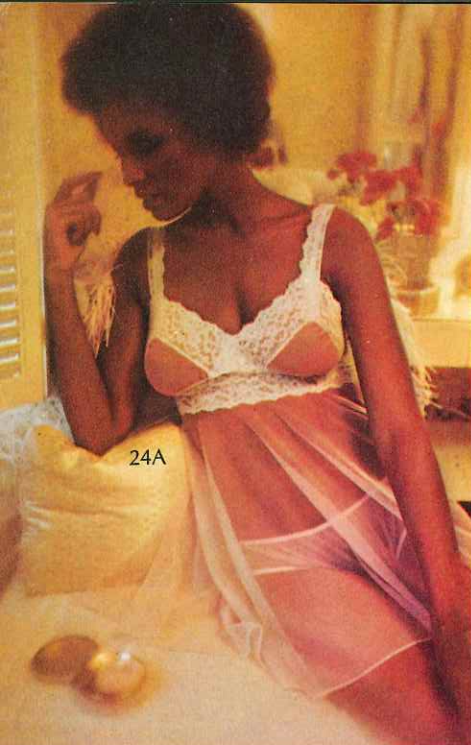
23B. Also by Lisanne, the bare little tank dress with mitred stripes that shade from light to dark. Extremely flattering. Excellent lounging or hostess strategy for the holidays and later in pink or blue Arnel® triacetate/nylon, with self sash belt sizes S-M-L, \$26

23C. A sweeping gesture from Gossard in silky smooth Trevira® polyester, the neckline to hem flow accented only by artfully placed cutouts. Black or cranberry, P-S-M-L, \$26

23D. East meets West in Gossard's easy shirt style hostess dress with a romantic aprico-oriented geisha print on navy background. Polyester jersey in sizes P-S-M, \$30

the hecht co.—loungewear





24A

24A. Nighttime allure goes full circle in Miss Elaine's abbreviated gown of sheer nylon tricot with nylon/spandex lace defining the bodice. With matching panties in rose, blue, peach or green, sizes P-S-M-L, **\$13**

24B. Sheer magic... a double-layered nylon tricot in one size. With lacey double-banded full sweep hemline, self tie belt to wear for a three way waist accent front, back or all around. Rose, blue, peach, green or black by Miss Elaine, **\$19**

24C. A soft watercolor print to dream in. Miss Elaine's sheer nylon tricot gown has comfy bodice, under-bust inserts and straps of nylon/spandex stretch lace. Peach or aqua in sizes P-S-M-L, **\$21** the hecht co.—nightwear



24B

24C



24D. Charles Revson's Ciara. A warm, sensuous fragrance that says she's very special. A gifted idea in Masterpiece Compact and Portrait Flacon, **17.50**

Baltimore at Howard Street: Northwood, Edmondson, Reisterstown Road, Salisbury, Golden Ring.
Washington at F Street: Parkington, Landmark, Tyson's Corner in Virginia; Silver Spring, Marlow Heights, Prince Georges Plaza, Laurel, Montgomery Mall, Annapolis, Landover and now Columbia in Maryland.